



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Required Report - public distribution

Date: 9/20/2001

GAIN Report #CA1133

## Canada

## Promotion Opportunities

## Poultry Shows

## 2001

Approved by:

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**U.S. Embassy**

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### Report Highlights:

**This Poultry Shows report is one in a series of Promotional Opportunities reports highlighting specific sectors. Other reports in this series include Wine and Spirits Shows, Food and Beverage Shows, Livestock Shows, Pet Shows, Nursery Product Shows and Wood Product Shows.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Annual Report  
Ottawa [CA1], CA

This Poultry Shows report is one in a series of upcoming Promotional Opportunities reports highlighting specific sectors. Other reports in this series include Wine and Spirits Shows, Food and Beverage Shows, Livestock Shows, Pet Shows, Nursery Product Shows and Wood Product Shows.

## **Poultry Shows**

### **Royal Agricultural Winter Fair**

Nov 2-11, 2001

Exhibition Place, Toronto, ON

Type of Show:	Consumer
Established:	1922
Objectives:	To generate awareness of the Royal Agricultural Fair, and its function and purpose.
Products Displayed:	Breeding horses, dairy cattle, beef cattle, sheep, swine, goats, field crops, gardens and flowers, fruit, vegetables, poultry, wool, dairy and maple products, and honey.
Attractions:	International horse show, walking ring, dairy lane, sheep shearing, petting farm, performing dogs, food show, auction sales, square dancing and fiddling.
Attendance:	350,000
Exhibitors:	300
Net Space:	800,000 sq.ft.
Rates:	Min. booth 10' x 10' \$12.50; \$14.50/sq.ft. Exhibits from other countries accepted.
Show Manager:	David E. Garrick.
Show Producer:	Royal Agricultural Winter Fair, Coliseum, Exhibition Place, Toronto, ON M6K 3C3 Phone: (416) 263-3400. <a href="http://www.royalfair.org">http://www.royalfair.org</a> .

**Poultry Industry Conference & Exhibition**

Apr 10-11, 2002

Western Fairgrounds, London, ON

Type of Show: Trade  
Established: 1957  
Objectives: To market and display wares pertinent to the feather industry.  
Attractions: Night at the races.  
Attendance: 5,488  
Exhibitors: 143  
Net Space: 32,900 sq.ft.  
Rates: Min. booth 10' x 10'.  
Show Manager: Sharon Pook.  
Show Producer: Western Fair Association, PO Box 7550, London, ON N5Y 5P8 Phone: (519) 438-7203 x 222. Fax: (519) 679-3124 E-mail: [info@westernfair.com](mailto:info@westernfair.com) <http://www.westernfair.com>.  
Official Sponsor(s): Poultry Industry Council.

**Farmfair International 2001**

Nov 3-11, 2001

Northlands AgriCom &amp; Sportex, Northlands Park, Edmonton, AB

Type of Show: Trade & Consumer  
Established: 1974  
Objectives: To provide a show where cattle producers and buyers can meet one-to-one.  
Products Displayed: Purebred beef, livestock genetics, diversified livestock (swine, sheep, goats, llamas, poultry, pigeons, rabbits, quarter horses); agri-business products and services.  
Attractions: Stock competitions (draft horse pulls, cattle penning, stock dog trials); Dodge City Western Trade & Gift Show; AgAwareness educational programs; Craig Cameron horsemanship seminar, city-wide entertainment and world-class shopping.  
Attendance: 60,000  
Exhibitors: 1,400  
Net Space: 250,000 sq.ft.  
Rates: \$550 (Dodge City), \$100 (AgAwareness); \$200 (Livestock Pen).  
Show Manager: Leigha Graf.  
Show Producer: Northlands Park, PO Box 1480, Edmonton, AB T5J 2N5 Phone: (780) 471-7210. Fax: (780) 471-8176 1-888-800-Park <http://www.farmfairinternational.com/>.  
Official Service Contractor(s): GES Canada.  
Official Sponsor(s): UFA & Ivomec.

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### **Related FAS/Ottawa reports:**

<b>Report Number</b>	<b>Title of Report</b>	<b>Date</b>
<b>CA9016</b>	<b>Marketing In Canada</b>	<b>2/18/99</b>
<b>CA9141</b>	<b>Food Product Export Opportunities in Western Canada</b>	<b>12/23/99</b>
<b>CA9142</b>	<b>Western Canada Retail Study</b>	<b>12/23/99</b>
<b>CA0001</b>	<b>Eastern Canada Retail Study</b>	<b>1/05/00</b>
<b>CA0004</b>	<b>Bakery Products I: Sweets</b>	<b>1/20/00</b>
<b>CA0006</b>	<b>Bakery Products II: Bread, Rolls, etc.</b>	<b>1/24/00</b>
<b>CA0007</b>	<b>Food Product Export Opportunities in Eastern Canada</b>	<b>1/31/00</b>
<b>CA0032</b>	<b>Agent/Distributor Directory -Eastern Canada</b>	<b>3/21/00</b>
<b>CA0047</b>	<b>Hotel, Restaurant, Institutional Foodservice Sector Report - Eastern Canada</b>	<b>4/19/00</b>
<b>CA0050</b>	<b>Agent/Broker Directory - Western Canada</b>	<b>4/19/00</b>
<b>CA0081</b>	<b>Food Product Export Opportunities in Eastern Canada - Report II</b>	<b>6/20/00</b>
<b>CA0082</b>	<b>Canada Connect (Matchmaker Program)</b>	<b>6/26/00</b>
<b>CA0127</b>	<b>HRI Foodservice Sector - Western CA</b>	<b>8/25/00</b>
<b>CA0135</b>	<b>Private Label Grocery Opportunities</b>	<b>9/11/00</b>
<b>CA0174</b>	<b>Pet Food Industry Product Brief</b>	<b>11/6/00</b>

<b>CA1002</b>	<b>Grocery Innovations Canada</b>	<b>01/04/01</b>
<b>CA1021</b>	<b>Food Products Marketing Opportunities</b>	<b>02/14/01</b>
<b>CA1054</b>	<b>SIAL Montreal 2001 Evaluation</b>	<b>04/02/01</b>
<b>CA1055</b>	<b>Canada Connect - Progress Report</b>	<b>04/02/01</b>
<b>CA1058</b>	<b>Grocery Showcase West 2001- Evaluation</b>	<b>04/02/01</b>
<b>CA1059</b>	<b>Canadian Food &amp; Beverage Show 2001 - Evaluation</b>	<b>04/02/01</b>
<b>CA1069</b>	<b>Meal Solutions Product Opportunities</b>	<b>05/09/01</b>
<b>CA1093</b>	<b>Canadian Taste for Imported Beer, Wine and Spirits</b>	<b>07/05/01</b>
<b>CA1114</b>	<b>CGSB Releases Draft Standard For the Voluntary Labeling of Foods Derived from Biotechnology</b>	<b>08/17/01</b>
<b>CA1117</b>	<b>Update Canadian Biotech Food Labeling</b>	<b>08/27/01</b>
<b>CA1126</b>	<b>Exploring Canada's Food Manufacturing Industry</b>	<b>09/18/2001</b>
<b>CA1128</b>	<b>Wine &amp; Spirits Promotional Opportunities</b>	<b>9/19/01</b>
<b>CA1130</b>	<b>Food &amp; Beverage Promotional Opportunities</b>	<b>9/20/01</b>
<b>CA1131</b>	<b>Nursery Product Promotional Opportunities</b>	<b>9/20/01</b>
<b>CA1132</b>	<b>Pet Show Promotional Opportunities</b>	<b>9/20/01</b>
<b>CA1133</b>	<b>Poultry Show Promotional Opportunities</b>	<b>9/20/01</b>
<b>CA1134</b>	<b>Livestock Promotional Opportunities</b>	<b>9/20/01</b>

<b>CA1135</b>	<b>Wood Product Promotional Opportunities</b>	<b>9/20/01</b>
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